

BEFORE THE UNITED STATES FEDERAL ELECTION COMMISSION

In the Matter of:

The New Jersey State Republican
Party Committee,

Its Treasurer,

Zimmer for Senate, and

Its Treasurer.

Matter Under Review 4466

Oct 25 2 45 PM '96

RECEIVED
FEDERAL ELECTION
COMMISSION
OFFICE OF GENERAL COUNSEL

AFFIDAVIT

1. My name is David Welch and I am the President of David Welch Associates.

2. Pursuant to the contract attached hereto as Attachment 1, I produced a television advertisement entitled "Families" (the "Ad") at the request of and on behalf of the New Jersey Republican State Committee ("NJRSC").

3. The Ad was produced at the request of and on behalf of the NJRSC without any input or coordination from the Zimmer for Senate campaign.

4. In connection with the broadcasting of the Ad, I utilized the services of Mentzer Media, Inc. of Towson, Maryland.

5. Although consultants for Zimmer for Senate may have utilized the services of Mentzer Media, Inc. in the past, upon information and belief, Mentzer Media, Inc. had no contact with the Zimmer for Senate campaign with respect to the Ad.

6. The reports of "media buys" set forth hereto as Attachment 2, detail the days, dates and times that the Ad was broadcast. The Ad was broadcast from television stations located

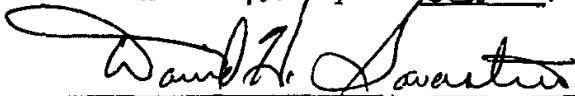
in Philadelphia that serve the southern half of the State; from stations located in New York City that serve the northern half of the State, and by a cable company serving Bergen County. The Ad was broadcast from September 12, 1996 to and including October 6, 1996. These are the only dates and times that the Ad was authorized to run.

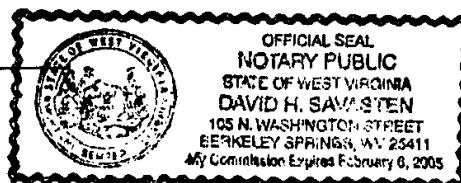
7. The facts contained in the Ad have been researched and upon information and belief all statements contained therein are true.


DAVID WELCH

State of West Virginia)
County of MORGAN) SS

Sworn to and Subscribed to before
me on this 12 day of OCT., 1996.







AGREEMENT

THIS AGREEMENT is entered into this 15 day of September, 1996 by and between David Welch Associates located at 101 Willowbrook Lane, West Chester, PA 19382, hereinafter referred to as "Consultant") and New Jersey Republican State Committee (hereinafter referred to as "NJGOP").

WHEREAS, NJGOP seeks assistance in the development and production of issue advocacy television and/or radio spots for various campaigns for the election cycle ending November 5, 1996;

WHEREAS, Consultant is in the business of communications and public relations consultation, including but not limited to: creative and production assistance in the development and production of such electronic communications designed to encourage voters to be aware of pertinent issues and contact their federal legislators regarding these issues;

WHEREAS, NJGOP wishes to retain Consultant to perform such services under the terms and conditions set forth herein;

WHEREAS, Consultant has agreed to provide such services;

IN CONSIDERATION of these promises and the mutual considerations and covenants contained herein, the parties hereby agree as follow:

I. SERVICES TO BE PERFORMED

- A. Consultant shall develop issue advocacy television and/or radio advertisements on a project basis.
- B. All scripts, story boards, spots, etc. shall be subject to review and approval by NJGOP staff and its legal counsel.

II. FEES

A. Fees will be determined and agreed upon between Consultant and NJGOP as projects are developed and designed. Payment for creative design and production of electronic media will be made upon certification from various television and radio stations that such spot is in rotation.

B. Payment for all projects are subject to approval of all electronic communications by NJGOP staff and its legal counsel.

III. TERMINATION

A. Unless earlier terminated as provided below, this Agreement shall be effective from the date hereof through November 5, 1996.

B. In the event that the NJGOP becomes insolvent or is unable to meet its debts as they mature, suspend operations as presently conducted, discontinue business as a going concern, make an assignment for the benefit of its creditors, thereas is filed by or against NJGOP a petition under any of the provisions of Bankruptcy Code, or any proceedings are commenced by or against NJGOP under any insolvency law, or a receiver or a trustee is appointed to administer the assets or affairs of NJGOP then, in any such event, Consultant shall have the right to immediately terminate this Agreement upon giving written notice thereof.

C. Consultant agrees that NJGOP can cancel this Agreement upon 30 days written notification.

IV. CONFIDENTIALITY

A. Consultant acknowledges that all information to which entities of its association may have access to, including but not limited to lists, development of lists, data and any computer software or data used in gathering the above information are the sole property of NJGOP and access to such information is limited to discharging the duties under this agreement. Upon termination of this agreement, all such information shall remain the sole property of the NJGOP and Consultant shall not retain any software or hard copy of said information.

B. Consultant agrees that NJGOP lists and all other information therein are, and shall remain the exclusive property of NJGOP.

C. Consultant agrees that it shall acquire no property or ownership interest in, or rights to, any of the foregoing. Furthermore, Consultant acknowledges that NJGOP lists and information, and all updates and enhancements thereto, which are provided to, generated by, or otherwise become known to Consultant in connection with, or incident to, this agreement are privileged and confidential.

D. Consultant further agrees that neither it nor any of its directors, officers, employees, consultants or agents will disclose, rent, lease, sell or enter updates or enhancement(s) to NJGOP files or information in any form or for any purpose nor will they retain, duplicate or use such information in any fashion or for any purpose whatsoever.

E. Consultant agrees that NJGOP has the right to proceed with litigation directly against the Consultant and/or the Consultant's agents if this agreement is violated, and may obtain injunctive relief, as well as monetary damages.

F. Consultant agrees that this agreement will apply to any successor organizations.

V. LEGAL COMPLIANCE

A. Election Law: NJGOP shall be responsible for compliance with the laws of the State of New Jersey, and all regulations promulgated thereunder, to the extent applicable, and with any other Federal, State or local law applicable to political campaigns generally and specifically to the Parties. All services provided and projects undertaken by Consultant in furtherance of this Agreement shall comply with all Federal and State Election Laws. All print, script materials and/or research materials shall be subject to review by Victory staff and its legal counsel.

B. FCC Regulations: Consultant acknowledges that its firm is aware of and responsible for compliance with FCC regulations, including those that pertain to election law.

C. Independent Contractor: Consultant shall act as an independent contractor in performing the services described herein. Nothing contained in this Agreement shall be deemed to make the Consultant

agent, employee, joint venturer or partner of NJGOP or be deemed to provide the Consultant with the power of authority to act for or on behalf of NJGOP or to bind NJGOP to any contract, agreement, or arrangement with any other person, except as specifically set forth herein. Consultant acknowledges that its association is aware of and responsible for compliance with all statutes and regulations pertaining to taxes and other deductions from income under State and Federal Law.

VI. MODIFICATION

A. The parties hereto acknowledge that this agreement represents the entire agreement between them, and supersedes all other written or oral agreements. This agreement may only be modified in writing, signed by both parties.

VII. TIME OF THE ESSENCE

A. The parties hereto agree that time is of the essence with respect to the agreed upon mail drop dates and broadcast dates in the projects in this Agreement.

VIII. LAW

A. Consultant acknowledges that NJGOP is an unincorporated entity. The members, officers, employees and agents of NJGOP as well as the members of its Executive Committee shall not be personally liable for any debt, liability or obligation of NJGOP under this Agreement.

B. The parties further agree that this agreement is made and entered into in New Jersey and shall be construed in accordance with the laws of the State of New Jersey.

C. New Jersey laws shall govern the interpretation of any provision of the agreement. Any dispute arising out of this agreement and parties thereto shall be subject to the jurisdiction of the Courts of the State of New Jersey.

DATE

NEW JERSEY REPUBLICAN STATE COMMITTEE

Sept 1, 1996

BY: Thomas R. Wilson
Thomas R. Wilson, Executive Director

DATE

DAVID WELCH ASSOCIATES

Sept 2, 1996

BY: David Welch
David Welch

Mentzer Media Services, Inc.*Research, Planning & Placement***NEW JERSEY REPUBLICAN STATE COMMITTEE****Paid Media Strategy / Philadelphia Market****September 12 - Oct. 6, 1996 (:30's & :10's) (Rev. 10/7)**

Flight	:30 Television	:10 Television	Total Cost
Thu. 9/12 - Sunday 9/15	302, 35+ TRPs \$ 77,200.	129, 35+ TRPs \$ 17,855.	\$ 95,055. 431 TRPs
Mon. 9/16 - Sunday 9/22	454, 35+ TRPs \$ 154,400.	250, 35+ TRPs \$ 38,200.	\$ 192,600. 704 TRPs
Mon. 9/23 - Sunday, 9/29	491, 35+ TRPs \$ 171,825.	247, 35+ TRPs \$ 35,065.	\$ 206,890. 738 TRPs
Tue. 10/1 - Sunday, 10/6	523, 35+ TRPs \$ 179,225.	191, 35+ TRPs \$ 35,225.	\$ 214,450. 714 TRPs
Totals:	1770, 35+ TRPs \$ 582,650.	817, 35+ TRPs \$ 126,345.	\$ 708,995. (2,587 TRPs)

Mentzer Media Services, Inc.***Research, Planning & Placement***

Phile.

9/12 - 9/15

:30 & :00

MENTZER MEDIA SERVICES INC
TVSCAN Order - Schedule Summary
PHILADELPHIA - MAY/86 NIELSEN
Projections Adjusted to NOV/85 Viewing Levels

Agency: MENTZER MEDIA SERVICES INC
 Buyer: BETH BEALL
 Advertiser: NJ REP. STATE COMMITTEE
 Product: (3) SECOND SCHEDULE
 Assistant: KYLE WHISLER
 Order Number: 4228

Schedule Dates: 09/12/85 - 09/16/86
 Telephone: 609-257-7084
 Fax: 609-257-7084

Station	Program	Mo-Fri 800P-830A	Mo-Fr 730P-800A	Mo-Fr 800A-830A	Mo-Fr 830A-1230P	Mo-Fr 1230P-1130A	Mo-Fr 1230P-1230P	Mo-Fr 1230P-1230P	Mo-Fr 1230P-1230P	Mo-Fr 30P-430P	Mo-Fr 430P-500P	Mo-Fr 500P-530P	Mo-Fr 730P-750P	Mo-Fr 800P-830P	Mo-Fr 830P-1130P	Mo-Fr 1130P-1130P	Mo-Fr 1130P-1130P	Mo-Fr 1130P-1130P	TU-FR 1130P-1130P
KYW	THE MORNING	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
WPA	GO WPA AIR:ABC	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
WTXF	FOX MORNING SH	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
WTXF	FOX: AFTER BREAK	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
KYW	DAY ROTATION	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
WCAU	REAL LIFE	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
KYW	NBCNTR 3ANDON	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
WPMI	ACTION NEWS 12ANN	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
WCAU	MARIEKIN	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
WPA	ORAH WIRFLEY	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
WPMI	ACTION NEWS 5PM	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
WPA	MAD ABOUT YOU	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
WPAL	REAL TV	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
KYW	LETTERMAN	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
KYW	NBCNTR 55PM	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
KYW	NBCNTR 55PM	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
WTXF	10 O'CLOCK NMHS	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11
WPA	ACTION NEWS 11	20	1	2	3	1	2	3	1	2	3	4	5	6	7	8	9	10	11

NOTE: Items marked with an asterisk denote agency estimate number generated.

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Page 1

TAPSCAN

Order No. 428

BETH BEALL

NITELINE								
KYW								
48 HOURS								
TURNING POINT								
WPM								
FAMILY GUY								
WCIU								
SAT. TODAY								
WPM								
COLLEGE FBALL								
WCIU								
FOOTBALL								
WCIU								
MUSEUM								
WPM								
GOOD MEN AMSJ								
KYW								
SUNDAY MAN-CESS								
WPM								
SPARKLE Y								
WTV								
60 MINUTES								
TUE/FRI 11:30P-12:00A								
KYW								
THU 10:00P-11:30P								
THU 10:00P-11:30P								
FRI 8:00P-10:00P								
SAT 7:00A- 8:00A								
SAT 11:30P- 12:00P								
SAT 1:00P- 4:00P								
SAT 8:00P- 9:00P								
SAT 8:00A- 9:00A								
SUN 8:00A-10:00A								
SUN 11:30A-12:00P								
SUN 7:00P- 8:00P								
SUN								

Total Spots: 43 Reach: 85 Frequency: 3.5 CPP: \$255.63 GRPs: 302 Cost: \$77,200

NOTE: Items marked with an asterisk denote agency estimate number generated.

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TAIFSCAN

MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
PHILADELPHIA - MAY/96 NIELSEN
Projections Adjusted to NOV/95 Viewing Levels

Schedule Dates: 09/12/96 - 09/15/96

MENTZER MEDIA SERVICES INC

BETH BEALL

NAR REP. STATE COMMITTEE

(10)SECOND SCHEDULE

KYLE WHISLER

Agency:

Buyer:

Advertiser:

Product:

Assistant:

Order Number:

429

Telephone: 412-925-7034

Date Due: 09/15/96

Comments:

Station	Mo/Fr 600A- 800A	Mo/Fr 700A- 800A	Mo/Fr 800A- 850A	Mo/Fr 900A-1000A	Mo/Fr 1000P-1130P	Mo/Fr 1130P-1200P	Mo/Fr 1200P-1230P	Mo/Fr 1230P- 800P	Mo/Fr 800P- 850P	Mo/Fr 1030P-1130P	Mo/Fr 1130P-1200P	Mo/Fr 1200P-1230P	Mo/FR 1230P- 800A	Mo/FR 800A- 850A	Mo/FR 900A-1000A	Mo/FR 1000P-1130P	Mo/FR 1130P-1200P	Mo/FR 1200P-1230P	Mo/FR 1230P- 800P	Mo/FR 800P- 850P	Mo/FR 1030P-1130P	Mo/FR 1130P-1200P	Mo/FR 1200P-1230P	Mo/SU 800P- 850P	THU 800P-1130P	FRI 1000P-1130P	SAT 800A- 700A
KYW	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
WPM																											
KYW																											
CBS-TV MCNNS																											
WTZ																											
KYW																											
WTZ																											
KYW																											
NWS/N MEDDAY																											
WCAU																											
KYW																											
NWS/CNTR SANDON																											
WPM																											
6PM NEWS																											
WPHL																											
REAL TV																											
KYW																											
NWS/CNTR 11PM*																											
WPHL																											
KYW																											
LETTERMAN																											
KYW																											
NWS/CNTR 8PM **																											
KYW																											
48 HOURS																											
WPHL																											
2020																											
WPM																											
WCAU																											
NEWS																											

Totals: Spots: 24 Reach: 60 Frequency: 2.1 CPP: \$138.41 GRPs: 129 Cost: \$17,855

NOTE: Items marked with an asterisk denotes agency estimate number generated.

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TVSCAN

Mentzer Media Services, Inc.**Research, Planning & Placement**

Phila.

9/16 - 9/22

:30 & :10

MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
PHILADELPHIA -- MAY/96 NIELSEN
Projections Adjusted to NOV/95 Viewing Levels

Agency: MENTZER MEDIA SERVICES INC Schedule Dates: 08/10/96 - 09/22/96

Buyer: BETH BEALL

Advertiser: NJ REP STATE COMMITTEE

Product: 30 SECOND SCHEDULE

Assistant: KYLE WHISLER

Order Number: 425

Telephone: 410-322-7034

Fax: 410-322-7034

WPM	GD MORN A&R-ABC	20	4	X	X	X	X	X	X	\$1,500.00	7	25
WCAL	REGS KATHIE	20	4	X	X	X	X	X	X	\$680.00	5	20
WTXF	FOX AFTR BREAK	30	4	X	X	X	X	X	X	\$125.00	5	20
KYW	NWS/CONTR 3-4:00AM	30	2	X	X	X	X	X	X	\$750.00	2	6
WPM	ACTION NWS 12:AN	30	3	X	X	X	X	X	X	\$1,200.00	7	21
WPM	ACTION NWS 5PM	30	3	X	X	X	X	X	X	\$2,700.00	13	39
WPM	ACTION NWS 6PM	30	3	X	X	X	X	X	X	\$4,500.00	18	54
WPM	JEOPARDY	30	2	X	X	X	X	X	X	\$3,500.00	16	32
WPM	WHEEL FORTUNE	30	1	X	X	X	X	X	X	\$3,500.00	13	13
KYW	NWS/CONTR 3-6PM	30	2	X	X	X	X	X	X	\$1,200.00	4	8
WFHL	NOCHER NEWS	30	2	X	X	X	X	X	X	\$800.00	3*	6
WTXF	10 O'CLOCK NWS	30	3	X	X	X	X	X	X	\$1,500.00	4	12
WTXF	10 O'CLOCK NWS	30	1	X	X	X	X	X	X	\$1,500.00	4*	4
KYW	MURPHY BROWN	30	1	X	X	X	X	X	X	10,000.00	13	10
WPM	HOME IMPROV	30	1	X	X	X	X	X	X	11,000.00	11	11
WPM	ACTION NEWS 11	30	3	X	X	X	X	X	X	\$4,500.00	13	39
WPM	INTERLINE	30	2	X	X	X	X	X	X	\$1,500.00	3	16
WCAL	NEWS 8	30	1							\$3,500.00	4*	4

NOTE: Items marked with an asterisk denote agency estimate number generated.

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Order No. 425

BETH BEALL

	FOOTBALL	SAT	1200P- 7:00P	20
WPT	DR. GUNN	SAT	800P- 900P	80
KYW	WALKER TEXAS	SAT	1000P-11:30P	20
WPVI	GOOD MORN AM-SU	SUN	830A- 930A	20
KYW	SUNDAY MRN-CBS	SUN	930A- 930A	20
KYW	FACE MATHIAS	SUN	1030A-11:30A	20
WPVI	BIRKLEY	SUN	1130A-1200P	20
KYW	80 MINUTES	SUN	7:00P- 800P	20
KYW	TOUCHED ANGEL	SUN	800P- 900P	20
WTXF	EAGLES	SUN	805P-1130P	20
WPT	ABC SUN MOVE	SUN	900P-1130P	20

Totals: Spots: 53 Reach: 93

Frequency: 4.9 CPP: \$340.02 GRP's: 454 Cost: \$154,370

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TNSCAN

MENTZER MEDIA SERVICES INC
TSCAN Order - Schedule Summary
PHILADELPHIA - MAY/96 NIELSEN
Projections Adjusted to NOV/95 Viewing Levels

Agency: MENTZER MEDIA SERVICES INC
 Buyer: BETH BEALL
 Advertiser: NJ REP. STATE COMMITTEE
 Product: 10 SECOND SCHEDULE
 Assistant: KYLE WHISLER
 Order Number: 428

Schedule Dates: 09/16/96 - 09/22/96

Station	Call Letters	City	Spots	Reach	Frequency	CPP	Total Sales	GRPs	Cost
KYW	THS MORNING***		10	3	X	X	\$36000	2	\$6000
WPVI	GOOD MORNING***		10	3	X	X	\$40000	7	\$12000
WTXF	FOX AFTR BREAK		10	4	X	X	\$6500	5*	\$2600
WCAU	NOON NEWS		10	2	X	X	\$27000	1	\$540
WCAU	NEWS 10 AT 5		10	1	X	X	\$90000	4*	\$36000
WPVI	6PM NEWS ***		10	3	X	X	\$75000	18	\$22500
WPVI	4OPARDY		10	1	X	X	\$180000	16	\$180000
WPVI	WHEEL OF FORTUNE		10	2	X	X	\$180000	13	\$36000
KYW	NWS CNTR 11***		10	3	X	X	\$180000	6	\$108000
WPVI	NEWS ROTATIONQ		10	2	X	X	\$150000	14	\$210000
KYW	NWS CNTR 6PM ***		10	1	X	X	\$84000	4	\$33600
WPHL	INQUIRER NEWS		10	1	X	X	\$48000	3*	\$14400
KYW	CHICAGO HOPE		MON 1000P-1100P	10	1	X	\$80000	12	\$96000
WPVI	PRIMETIME LIVE		WED 1000P-1100P	10	1	X	\$50000	13	\$55000
WCAU	NEWS		SAT 600A-700A	10	1	X	\$15000	2	\$30000
KYW	DR. QUINN		SAT 800P-900P	10	1	X	\$30000	10	\$30000
KYW	WALKER TEXAS		SAT 1000P-1100P	10	1	X	\$33000	11	\$33000

Totals: Spots: 31 Reach: 78 Frequency: 3.2 CPP: \$152.80 GRPs: 250 Cost: \$38,200

NOTE: Bars marked with an asterisk denotes agency estimate number generated.

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TAPSCAN

Mentzer Media Services, Inc.**Research, Planning & Placement**

Phila.

9/23 - 29

:30 :10

MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
PHILADELPHIA - MAY/96 NIELSEN
Projections Adjusted to NOV/95 Viewing Levels

Agency: MENTZER MEDIA SERVICES INC
 Buyer: BETH BEALL
 Advertiser:
 Product: NJ REP. STATE COMMITTEE
 Assistant: 30 SECOND SCHEDULE
 Order Number: KYLE WHISLER
 438

Scheduled Dates: 05/01/96 - 08/29/96

Station	Program	Mo-FR 600A-730A	Mo-FR 600A-730A	Mo-FR 730A-830A	Mo-FR 730A-830A	Mo-FR 830A-930A	Mo-FR 830A-930A	Mo-FR 930A-1030A	Mo-FR 930A-1030A	Mo-FR 1030A-1120A	Mo-FR 1030A-1120A	Mo-FR 1120P-1220P	Mo-FR 1120P-1220P	Mo-FR 1220P-1230P	Mo-FR 1220P-1230P	Mo-FR 1230P-630P	Mo-FR 1230P-630P	Mo-FR 630P-830P	Mo-FR 630P-830P	Mo-FR 730P-740P	Mo-FR 730P-740P	Mo-FR 750P-830P	Mo-FR 750P-830P	Mo-FR 830P-840P	Mo-FR 830P-840P	Mo-FR 1130P-1140P	Mo-FR 1130P-1140P	Mo-SU 830P-840P	Mo-SU 830P-840P	Mo-SU 1000P-1100P	Mo-SU 1000P-1100P
WCAU	NEWS10 TODAY	30	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
KYW	THS MORNING	20	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
WCAU	TODAY SHW	30	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
WPVI	GD MEN AM-ABC	30	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
WCAU	REGIS KATIE	30	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
WTXF	FOX AFTR BREAK	20	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
WPVI	MORN ROTATION	20	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
KYW	NWSCTR 2-HOUR	20	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
WPVI	ACTN NWS 12-NM	20	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
WPVI	ACTION NWS 8PM	20	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
WPVI	ACTION NWS 8PM	20	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
KYW	ENT TONIGHT	20	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1
WPVI	JEOPARDY	20	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
KYW	HARD COPY	20	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
WTXF	SEINFELD	20	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
KYW	NWSCTR 3-11PM	20	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
KYW	NWSCTR 3-8PM	20	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
WPVI	INSIDER NEWS	20	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

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Page 1

TAPSCAN

Order No. 438

BETH BEALL

KYW	CROSSY/FEARL	MON 800P-900P		X																				
WTXF	FOX TUES MOVE	TUE 800P-1000P			X																			
WPH	ACTION NEWS 11	TUE-FRI 1120P-1130P				X																		
WPH	NETLINE	TUE-FRI 1130P-1230A					X																	
KYW	DIAGNOSS	THU 800P-900P						X																
WPB	TURNING POINT	THU 1000P-1130P							X															
WCAU	NEWS	SAT 800A-900A								X														
KYW	WALKER TEXAS	SAT 1000P-1100P									X													
WCAU	NEWS 10 SUNDAY	SUN 700A-800A										X												
WCAU	SUNDAY TODAY	SUN 800A-900A											X											
KYW	SUNDAY NEEDLESS	SUN 900A-1000A												X										
WCAU	MEET THE PRESS	SUN 1000A-1030A													X									
KYW	FACE NATH-CBS	SUN 1030A-1130A														X								
WTXF	GIANTS VS JETS	SUN 1130P-400P															X							
KYW	80 MINUTES	SUN 700P-800P																X						
KYW	TOUCHED ANGEL	SUN 800P-900P																	X					
KYW	SPORTS RAP	SUN 1135P-1235A																		X				
Totals:																								
Spots: 66 Reach: 90 Frequency: 4.9 CPP: \$303.25 GRP's: 438 Cost: \$132,825																								

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TNSCAN

MENTZER MEDIA SERVICES INC
TVSCAN Order - Schedule Summary
PHILADELPHIA - MAY/96 NIELSEN
Projections Adjusted to NOV/95 Viewing Levels

MENTZER MEDIA SERVICES INC

Schedule Date: 10/27/96 - 09/30/95

Agency:

BETH BEALL

Buyer: NJ REP STATE COMMERCIAL

Advertiser: 30 SECOND SCHEDULE

Product: KYLE WHISLER

Assistant:

Order Number: 497

Telephone: 412-223-7742
Fax: 412-223-7743

KYW	NASH BRIDES	FR	800P-1100P			1	1	\$35000	\$35000	7	7
			SAT	SUN	800P-1100P						
KYW	EARLY EDITION		20	1	1					11	11
KYW	CBS SUN MOVE		20	1	1					10	10
KYW	NWSOUTH 2-11PM		20	1	1						
KYW	COSBY/PEARL		MON	800P-800P	20	1	1	\$23000	6	6	\$23000
KYW	CHICAGO HOPE		MON	1000P-1100P	20	1	1	\$40000	7	7	\$40000
								12000.00	12	12	\$120000

Totals: Spots: 6 Reach: 40 Frequency: 1.3 CPP: \$735.85 GRPs: 53 Cost: \$39,000

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TAPSCAN

MENTZER MEDIA SERVICES INC
TVSCAN Order - Schedule Summary
PHILADELPHIA -- MAY '96 NIELSEN
Projections Adjusted to NOV/95 Viewing Levels

Agency: MENTZER MEDIA SERVICES INC
Buyer: BETH BEALL
Advertiser:
Product:
Assistant:
Order Number:

NJ REP. STATE COMMITTEE
10 SECOND SCHEDULE
KYLE WHISLER
437

Schedule Dates: 09/22/95 - 09/29/95

		MON	TUE	WED	THU	FRI	SAT	SUN	MON	TUE	WED	THU	FRI	SAT	SUN
KYW	THE MORNING SHOW	10	1	X	X	X	X	X	2	2	X	X	X	X	X
WPHM	GODD AMN ***	10	1	X	X	X	X	X	28	28	X	X	X	X	X
WTXF	FOX AFTR BREAK	10	4	X	X	X	X	X	20	20	X	X	X	X	X
KYW	ROTATION	10	1	X	X	X	X	X	3	3	X	X	X	X	X
KYW	NWBCTR 3-NOON	10	2	X	X	X	X	X	6	6	X	X	X	X	X
KYW	ROTATION	10	1	X	X	X	X	X	4	4	X	X	X	X	X
WPHM	OPRAH WINFREY	10	1	X	X	X	X	X	7	7	X	X	X	X	X
KYW	INSIDE EDITION	10	1	X	X	X	X	X	4	4	X	X	X	X	X
WCAU	NEWS 10 AT 5	10	2	X	X	X	X	X	8	8	X	X	X	X	X
WPHM	ESPN NEWS ***	10	2	X	X	X	X	X	18	18	X	X	X	X	X
KYW	ENT TONIGHT	10	1	X	X	X	X	X	6	6	X	X	X	X	X
WPHM	NEOPARDY/WHEEL	10	5	X	X	X	X	X	48	48	X	X	X	X	X
KYW	HARD COPY	10	1	X	X	X	X	X	7	7	X	X	X	X	X
KYW	NWBCTR 11PM***	10	2	X	X	X	X	X	12	12	X	X	X	X	X
WCAU	NEWS 10 AT 11	10	2	X	X	X	X	X	10	10	X	X	X	X	X
KYW	LETTERMAN	10	1	X	X	X	X	X	4	4	X	X	X	X	X
KYW	NWBCTR ESPN **	10	2	X	X	X	X	X	8	8	X	X	X	X	X
WPHM	NOVEMBER NEWS	10	2	X	X	X	X	X	8	8	X	X	X	X	X

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TAPSCAN

Order No. 437

BETH BEALL

WCAU									
KPHW									
WFVI									
SAT	600A- 200A	10	1						
SAT	1000P-1100P								
SUN	2000-1100P	10	1						
NEWS									
WALKER TEXAS									
ABC SUMMERY									
TOTALS									
Spots:		35	Reach:	82	Frequency:	3.0	CPP:	\$141.96	GRPs:
Cost:									
Total Cost: \$35,065									

Totals:
NOTE: Items marked with an asterisk denotes agency estimate number generated.

Spots: 35 Reach: 82 Frequency: 3.0 CPP: \$141.96 GRPs: 247 Cost: \$35,065

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TAPSCAN

Mentzer Media Services, Inc.

Research, Planning & Placement

Phila.

101 - 1014

: 30 ft 110

MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
PHILADELPHIA -- MAY/96 NIELSEN
Projections Adjusted to OCT/95 Viewing Levels

Schedule Dates: 10/01/96 - 10/06/96

Agency: **MENTZER MEDIA SERVICES INC**
 Buyer: **BETH BEALL**
 Advertiser: **NJ REP. STATE COMMITTEE**

Assistant: **KYLE/SHELLI**
 Order Number: **552**

Stn.	Program	Time Period	Spots	Length	Spots							Day P. Spots	Day P. Cost
					MON	TUE	WED	THU	FRI	SAT	SUN		
WCAU	NEWS 10 TODAY	MO-FR 600A-700A	30	3	x	x	x	x	x	x	x	\$600.00	2*
WCAU	TODAY SHW	MO-FR 700A-730A	30	3	x	x	x	x	x	x	x	\$750.00	4
WPVI	GOP MORN AMH-ABC	MO-FR 700A- 900A	30	3	x	x	x	x	x	x	x	\$1,800.00	7
KYW	CBS THIS MORNING	MO-FR 800A- 900A	30	2	x	x	x	x	x	x	x	\$350.00	1*
KYW	NWS/CNTR 3N/NOON	MO-FR 1200P-1230P	30	2	x	x	x	x	x	x	x	\$650.00	4
WPVI	ACTN NWS 12NN	MO-FR 1200P-1230P	30	4	x	x	x	x	x	x	x	\$1,400.00	8
WCAU	SOAP ROTATION	MO-FR 1300P- 3001*	30	3	x	x	x	x	x	x	x	\$700.00	2*
WPVI	OPRAH WINFREY	MO-FR 400P- 430P	30	2	x	x	x	x	x	x	x	\$2,400.00	6
KYW	DAY & DATE	MO-FR 400P- 500P	30	2	x	x	x	x	x	x	x	\$575.00	3
WPVI	ACTION NWS 6PM	MO-FR 500P- 530P	30	4	x	x	x	x	x	x	x	\$3,300.00	12
KYW	AMERIC/INSIDE	MO-FR 500P- 600P	30	4	x	x	x	x	x	x	x	\$725.00	4*
WPVI	ACTION NWS 6PM	MO-FR 600P- 630P	30	3	x	x	x	x	x	x	x	\$5,500.00	17
WPVI	WHEEL/JeOP	MO-FR 700P- 800P	30	2	x	x	x	x	x	x	x	\$4,500.00	13*
WCAU	EXTRA	MO-FR 730P- 800P	30	3	x	x	x	x	x	x	x	\$1,550.00	4
WTXF	FOX AFTR BREAK	MO-FR 900P-1000P	30	5	x	x	x	x	x	x	x	\$125.00	5
KYW	NWS/CNTR 3 11 PM	MO-FR 1100P-1130P	30	2	x	x	x	x	x	x	x	\$2,600.00	6
WTXF	CHEERS	MO-FR 1100P-1135P	30	1	x	x	x	x	x	x	x	\$800.00	1
WCAU	TONIGHT SHOW	MO-FR 1130P-1230A	30	2	x	x	x	x	x	x	x	\$1,800.00	5

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Page 1



Order No. 552

BETH BEALL

Station	Program	Time	Format	Length	Spots	Reach	Frequency	CPP	Cost
WPHL	MICHAEL NEWS	MON-SU 1000P-1130P	30	3	9	\$1,350	3	9	0
WTAF	11 O'CLOCK NEWS	MON-SU 1000P-1100P	30	2	8	\$3,600	4	8	0
WPW	ACTION NEWS 11	TUE-FR 1100P-1130P	30	1	13	\$6,000	13	13	0
WPW	NINELINE	TUE-FR 1130P-1200A	30	2	8	\$2,500	8	16	0
KYW	COUN MUS AWARD	WED 800P-1100P	30	1	9*	\$4,500	9*	9	\$4,500
KYW	DIAGNOSIS	THU 800P- 900P	30	1	6	\$4,000	6	6	0
KYW	MOLONEY	THU 900P-1000P	30	1	6	\$3,500	6	6	0
WPW	UNDER SERGE	THU 900P-1100P	30	2	16	\$9,000	8*	16	0
KYW	48 HOURS	THU 1000P-1100P	30	1	6	\$5,500	6	6	0
KYW	MR. MRS. SMITH	FRI 900P-1000P	30	1	7	\$5,500	7	7	0
KYW	NASH BRIDGES	FRI 1000P-1100P	30	1	6	\$5,500	6	6	0
WCAU	NEWS 10 SUNDAY	SUN 700A- 800A	30	1	3	\$200	3	3	0
WCAU	SUNDAY TODAY	SUN 800A- 900A	30	1	5	\$600	5	5	0
WPW	GOOD MN AM-SU	SUN 830A- 900A	30	1	3	\$450	3	3	0
WCAU	NEWS WEEKEND	SUN 900A-1000A	30	1	4	\$600	4	4	0
KYW	SUNDAY MN-CBS	SUN 900A-1030A	30	2	5*	\$850	5*	10	0
WCAU	MEET THE PRESS	SUN 1000A-1030A	30	1	3	\$700	3	3	0
WPW	ISSUES & ANSWERS	SUN 1000A-1100A	30	1	2	\$450	2	2	0
KYW	FACE NATN-CBS	SUN 1030A-1100A	30	1	3	\$1,200	3	3	0
WPW	BANKLEY	SUN 1100A-1200P	30	1	4	\$1,400	4	4	0
WPW	COLLEGE FBALL	SUN 200P- 700P	30	2	10	\$1,000	5*	10	\$2,000
KYW	60 MINUTES	SUN 700P- 800P	30	1	14	\$10,000	14	14	0
KYW	PRES. DEBATE	SUN 900P-1100P	30	1	8	\$5,500	8*	8	0
WCAU	PRES. DEBATE	SUN 900P-1100P	30	1	10*	\$7,500	10*	10	\$7,500

Totals: Spots: 81 Reach: 94 Frequency: 5.2 CPP: \$343.58 GRP's: 487 Cost: \$167,325

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MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
PHILADELPHIA -- MAY/96 NIELSEN
Projections Adjusted to OCT/95 Viewing Levels

MENTZER MEDIA SERVICES INC

BETH BEALL

NJ REP. STATE COMMITTEE

ADDITIONS

KYLE/SHELLI

Schedule Dates: 10/04/96 - 10/06/96

Agency:

Buyer:

Advertiser:

Product:

Assistant:

Order Number:

Telephone: 410-825-7034
 Date Due: 10/07/96

Station	Call Letters	Program Title	Start Time	End Time	Spots	Reach	Spots			Spots			Spots			Spots			Spots			Spots			Spots			Spots		
							Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
WPVI	ACTION NEWS 11	TU-FR 11:30P-11:30P	:30	:30	1	1						x	x		\$6,000.00								13	13	13					\$6,000
WPVI	LATE MOVE	SA-SU 11:30A- 2:05A	:30	:30	2	2						x	x		\$900.00								5	5	10					\$1,800
WPVI	GOOD MORNING AM-SU	SUN 6:30A- 9:00A	:30	:30	1	1						x	x		\$450.00								3	3	3					\$450
WPVI	JENNINGS/10	SUN 9:00P-11:00P	:30	:30	1	1						x	x		\$3,650.00								10	10	10					\$3,650
Totals: Spots: 5 Reach: 22 Frequency: 1.6 CPP: \$330.56 GRP's: 36 Cost: \$11,900																														

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TAPSCAN

MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
PHILADELPHIA -- MAY/96 NIELSEN
Projections Adjusted to OCT/95 Viewing Levels

Schedule Dates: 10/01/96 - 10/06/96

Agency: MENTZER MEDIA SERVICES INC
 Buyer: BETH BEALL
 Advertiser: NJ REP. STATE COMMITTEE
 Product: 10 SECOND SCHEDULE
 Assistant: KYLE/SHELLI
 Order Number: 553

Telephone: 410-825-7034
 Date Due: 09/27/96

Stn	Program	Time Period	Spots	Length	Day Part					DMAs	GRPs	Cost
					M	TUE	WED	THU	FRI			
WCAU	NEWS 10 TODAY	MO-FR 6:00A-7:00A	10	:30	X	X	X	X	X	\$300.00	2*	\$600
KYW	THIS MORNING	MO-FR 6:00A-8:00A	10	:10	X	X	X	X	X	\$300.00	2*	\$300
WPVI	GD MIN AMT-ABC	MO-FR 7:00A-9:00A	10	:10	X	X	X	X	X	\$1,100.00	7	\$1,100
KYW	NWS/CNTR 3-NOON	MO-FR 12:00P-12:30P	10	:30	X	X	X	X	X	\$455.00	4	\$1,855
WPVI	DAY ROTATION	MO-FR 12:00P-4:00P	10	:20	X	X	X	X	X	\$850.00	4	\$3,400
WCAU	NEWS 10 AT 5	MO-FR 5:00P-5:30P	10	:20	X	X	X	X	X	\$900.00	4	\$3,600
WPVI	AC11N NWS 530PM	MO-FR 5:00P- 6:00P	10	:30	X	X	X	X	X	\$2,000.00	14*	\$28,000
WPVI	WHEEL/EOP	MO-FR 7:00P- 8:00P	10	:20	X	X	X	X	X	\$2,700.00	13*	\$26,300
KYW	HARD COPY	MO-FR 7:30P- 8:00P	10	:20	X	X	X	X	X	\$1,680.00	6	\$10,080
WTXF	FOX AFTR BREAK	MO-FR 9:00P-10:00P	10	:50	X	X	X	X	X	\$630.00	5	\$3,150
KYW	NWS/CNTR 3-6PM	MO-SU 6:00P- 6:30P	10	:30	X	X	X	X	X	\$840.00	4	\$3,360
WPHL	INQUIRER NEWS	MO-SU 10:00P-10:30P	10	:20	X	X	X	X	X	\$270.00	3	\$810
WPVI	20/20	FRI 10:00P-11:00P	10	:10	X	X	X	X	X	\$8,000.00	13	\$104,000
KYW	NEWS WEEKEND	SA-SU 7:00A- 9:00A	10	:20	X	X	X	X	X	\$245.00	2*	\$490
KYW	SUNDAY MORN CBS	SUN 8:00A-10:00A	10	:20	X	X	X	X	X	\$595.00	4*	\$2,380

Totals: Spots: 34 Reach: 71 Frequency: 2.7 CPP: \$184.42 GRPs: 191 Cost: \$35,225

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Mentzer Media Services, Inc.*Research, Planning & Placement***NEW JERSEY REPUBLICAN STATE COMMITTEE****Paid Media Summary / New York & Cable****September 19 - October 6, 1996**

Flight Dates	:30 NY TV*	:10 NY TV*	:30 Cable	Total
9/19 - 9/27 (TV - 9 Days)	WABC GMA 13 TRPs (35+) \$ 4,900.	OFF	9/23 - 9/29 Select Systems (Buy Attached) \$ 40,325.	\$ 45,225.
9/28 - 9/30 (TV - 3 Days)	304, 35+ TRPs \$ 185,150.	102, 35+ TRPs \$ 28,725.	9/30 - 10/6 Select Systems (Buy Attached) \$ 40,325.	\$ 254,200.
10/2 - 10/4	160, 35+ TRPs \$ 92,100.	114, 35+ TRPs \$ 29,920.	--	\$ 122,020.
Totals:	477, 35+ TRPs \$ 282,150.	216, 35+ TRPs \$ 58,645.	2 Weeks \$ 80,650.	\$ 421,445.

Mentzer Media Services, Inc.

Research, Planning & Placement

New York

9/19 - 9/25

30

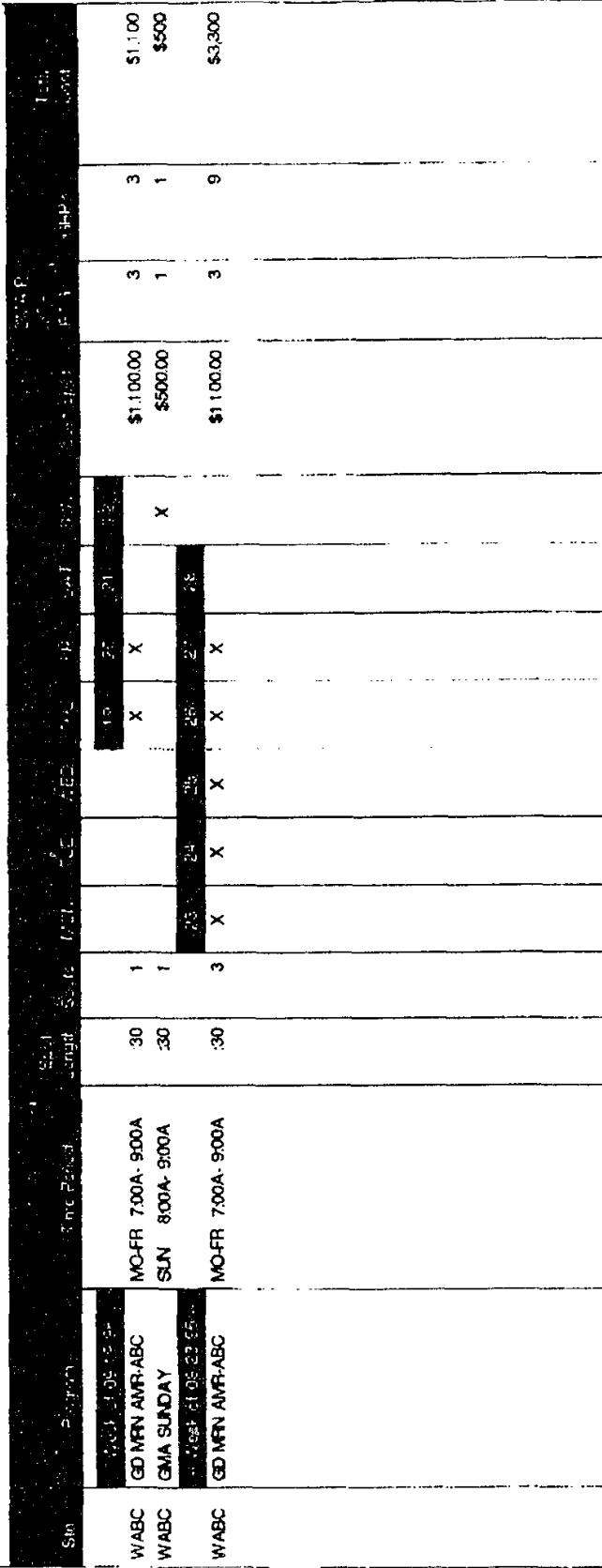
MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
NEW YORK -- MAY/96 NIELSEN
Projections Adjusted to OCT/95 Viewing Levels

Agency: MENTZER MEDIA SERVICES INC
 Buyer: BETH BEALL
 Advertiser: NJ STATE REP. COMMITTEE

Schedule Dates: 09/19/96 - 09/28/96

Assistant: KYLE/SHELLI
 Order Number: 5

Telephone: 410-825-7034
 Date Due: 09/17/96



Totals: Spots: 5 Reach: 10 Frequency: 1.3 CPP: \$376.92 GRPs: 13 Cost: \$4,900

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Mentzer Media Services, Inc.

Research, Planning & Placement

New York

7/25 - 9/30

:30 f:10

MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
NEW YORK -- MAY/96 NIELSEN
Projections Adjusted to OCT/95 Viewing Levels

Schedule Dates: 09/28/96 - 09/30/96

Agency: MENTZER MEDIA SERVICES INC

Buyer: BETH BEALL

Advertiser: NJ REP. STATE COMMITTEE

.30 SECOND SCHEDULE

Product: ASSISTANT: KYLE/SHELLI

Order Number: 6

Telephone: 410-825-7034
Date Due: 09/17/96

Stn	Show	Start Date	End Date	Length	Spots	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Cum Total	CPM	Total
WNYW	10 O' NWIS AD*	MO-SU 9:50P-10:00P		:30	1						X		\$5,000.00	7	\$35,000
WBBC	SATURDAY TODAY	SAT 7:00A- 8:00A		:30	2						X		\$1,800.00	4	\$7,200
WBBC	TODAY WKD 9A	SAT 9:00A-11:00A		:30	2						X		\$2,000.00	5	\$10,000
WBBC	EXTRA WK	SAT 7:00P- 8:00P		:30	1						X		\$4,500.00	6	\$27,000
WCBS	DORQUIN MEDWOM	SAT 8:00P- 9:00P		:30	1						X		\$9,500.00	9	\$85,500
WCBS	EARLY EDITION	SAT 9:00P-10:00P		:30	1						X		12,000.00	10	\$120,000
WCBS	HARD COPY	SAT 11:30P-12:30A		:30	2						X		\$1,500.00	4	\$6,000
WBBC	TODAY-NY SUN 7A	SUN 7:00A- 8:00A		:30	2						X		\$1,000.00	4	\$4,000
WBBC	SUN TODAY-NBC	SUN 8:00A- 9:00A		:30	2						X		\$2,400.00	5	\$12,000
WCBS	SUNDAY MAFACES	SUN 9:00A-10:30A		:30	2						X		\$2,200.00	3	\$6,600
WBBC	TODAY WKD 9A	SUN 9:00A-10:30A		:30	2						X		\$1,800.00	5	\$9,000
WWOR	PUBLIC AFFAIRS	SUN 10:30A-11:00A		:30	1						X		\$1,125.00	2	\$2,250
WBBC	ABC NWS-SUN	SUN 6:30P- 7:00P		:30	1						X		\$4,500.00	5	\$22,500
WBBC	DATELINE NBC	SUN 7:00P- 8:00P		:30	1						X		13,000.00	10	\$130,000
WCBS	TOUCH BY ANGEL	SUN 8:00P- 9:00P		:30	1						X		14,000.00	13	\$182,000
WBBC	11PM EVENT NWS	SUN 11:00P-11:30P		:30	1						X		\$7,500.00	7	\$52,500
WBBC	WBBC-TV 32 NEW														
WBBC	TODAY4 NEW YORK	MO-FR 6:00A- 7:00A		:30	2						X		\$700.00	2	\$1,400

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Order No. 6

BETH BEALL

WNYW	GOOD DAY NY-1ST	MO-FR 6:00A-7:00A	:30	2	X	2	4	9	9	3	3	\$2,000
WABC	GD MORN AM-ABC	MO-FR 7:00A- 8:00A	:30	3	X	3	2	9	9	3	3	\$3,900
WCBS	CBS THIS MORNING	MO-FR 7:00A- 9:00A	:30	2	X	2	1	2	2	1	1	\$850
WNBC	TODAY SHW	MO-FR 7:00A- 9:00A	:30	3	X	3	4	12	12	4	4	\$4,800
WNYW	GOOD DAY NY**	MO-FR 7:00A- 8:00A	:30	3	X	3	2	6	6	2	4	\$3,900
WBNC	REAL LIFE-NBC	MO-FR 9:00A-10:00A	:30	2	X	2	1	2	2	1	1	\$2,000
WCBS	AM ROTATION	MO-FR 9:00A-12:00P	:30	5	X	5	4	10	10	2	4	\$2,875
WCBS	CH2 NWS-NOCN	MO-FR 12:00P-1:23P	:30	1	X	1	5	5	5	5	5	\$1,300
WNBC	NEWSCH 4 AT 12	MO-FR 12:00P-1:23P	:30	1	X	1	6	6	6	3	3	\$850
WNYW	FDX MODAY N**	MO-FR 12:00P-1:23P	:30	1	X	1	1	1	1	1	1	\$450
WCBS	SOAP**	MO-FR 12:00P- 4:00P	:30	4	X	4	3	12	12	3	3	\$4,800
WCBS	GERALDO	MO-FR 3:00P- 4:00P	:30	1	X	1	2	2	2	2	2	\$600
WNBC	MARYL POUCH	MO-FR 3:00P- 4:00P	:30	1	X	1	3	3	3	3	3	\$1,200
WABC	OPRAH WINFREY	MO-FR 4:00P- 5:00P	:30	1	X	1	5	5	5	5	5	\$4,000
WCBS	DAY & DATE	MO-FR 4:00P- 5:00P	:30	1	X	1	3	3	3	3	3	\$800
WNBC	SALLY RAPHAEL	MO-FR 4:00P- 5:00P	:30	1	X	1	4	4	4	4	4	\$1,600
WCBS	CH 2 NWS-5	MO-FR 5:00P- 6:00P	:30	2	X	2	6	6	6	4	4	\$2,200
WNBC	LIVE @ 5 ADJ	MO-FR 5:00P- 6:00P	:30	2	X	2	5	5	5	5	5	\$5,400
WCBS	CH 2 NWS	MO-FR 6:00P- 6:30P	:30	1	X	1	4	4	4	4	4	\$1,800
WABC	JEOPARDY	MO-FR 7:00P- 7:30P	:30	1	X	1	14	14	14	14	14	\$7,500
WCBS	HARD COPY	MO-FR 7:00P- 7:30P	:30	1	X	1	4	4	4	4	4	\$2,200
WABC	WHEEL-FORTUNE	MO-FR 7:30P- 8:00P	:30	1	X	1	14	14	14	14	14	\$7,500
WCBS	ENT TONIGHT 30	MO-FR 7:30P- 8:00P	:30	1	X	1	5	5	5	5	5	\$4,500
WNBC	ACCESS HOLLYWOOD	MO-FR 7:30P- 8:00P	:30	1	X	1	5	5	5	5	5	\$4,500
WCBS	CH 2 NWS-11	MO-FR 11:00P-11:30P	:30	1	X	1	5	5	5	5	5	\$4,600
WNBC	TONTE SHW-NBC	MO-FR 11:20P-12:30A	:30	2	X	2	4	6	6	4	6	\$6,000
WNYW	10 O' NWS ADJ*	MO-SU 9:55P-10:00P	:30	1	X	1	7	7	7	5	5	\$5,000
Totals:		Spots: 71	Reach: 89	Frequency: 3.4	CPP: \$609.05	GRP's: 304	Cost: \$185,150					

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MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
NEW YORK -- MAY/96 NIELSEN
Projections Adjusted to OCT/95 Viewing Levels

Schedule Dates: 09/28/96 - 09/30/96

MENTZER MEDIA SERVICES INC**BETH BEALL****NJ REP. STATE COMMITTEE****10 SECOND SCHEDULE****KYLE/SHELLI****Agency:****Buyer:****Advertiser:****Product:****Assistant:****Order Number:****7**

Telephone: 410-825-7034
Date Due: 09/17/96

Station	Program	Spots	Length	Mo.	Tu.	We.	Th.	Fr.	Sa.	Su.	C.G. 1	Spots	Length	Mo.	Tu.	We.	Th.	Fr.	Sa.	Su.	C.G. 1
WNYW	100% NWS ADJ*																				
WNBC	SATURDAY TODAY	10	1	SAT																	
WNBC	TODAY SUN 7A	10	2	SUN																	
WNBC	SUN TODAY-NBC	10	2	SUN																	
WCBS	FACE NATN-CBS	10	1	SUN	10:30A-11:00A																
WABC	TODAY NEW YORK	10	1																		
WNYW	GOOD DAY NY-1ST	10	1																		
WABC	GD MORN AMR-ABC	10	1																		
WNBC	TODAY SHW	10	1																		
WNYW	GOOD DAY NY **	10	1																		
WCBS	CH2 NWS-NOCN	10	1																		
WNBC	NEWSCH 4 AT 12	10	1																		
WNYW	FOX MIDDAY N**	10	1																		
WCBS	CH 2 NWS-5	10	1																		
WNBC	LIVE @ 5 ADJ	10	1																		
WABC	JEOPARDY	10	1																		
WABC	WHEEL-FORTUNE	10	1																		

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BETH BEALL

Order No. 7

Line	Date	Station	Advertiser	Length	Spots	Reach	Frequency	CPP	GRPs	Cost
1	10/07/96	WNYW	100 C NWS AD's	:30	10	1	X	\$2500.00	7	\$2500

Totals: Spots: 21 Reach: 57 Frequency: 1.8 CPP: \$281.62 GRPs: 102 Cost: \$28,725

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Mentzer Media Services, Inc.**Research, Planning & Placement**

New York TV

10/2- 10/4

:3c + 1c

MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
NEW YORK - MAY/96 NIELSEN
Projections Adjusted to OCT/95 Viewing Levels

Schedule Dates: 10/02/96 - 10/04/96

Agency: MENTZER MEDIA SERVICES INC
 Buyer: BETH BEALL
 Advertiser: NJ REP. STATE COMM.

Assistant: KYLE/SHELLI
 Order Number: 573

Telephone: 410-825-7034
 Date Due: 10/01/96

Station	Program	Start Time	End Time	Spots	Run Times	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Day Part		Totals	
													2	3	4	
WBBC	TODAY NEW YORK	MO-FR 6:00A- 7:00A		.30		x	x	x	x	x			\$1,500.00	2	4	\$3,200
WBBC	TODAY SHW	MO-FR 7:00A- 9:00A		.20		x	x	x	x				\$2200.00	4	8	\$4,400
WBBC	REAL LIFE:NBC	MO-FR 9:00A-10:00A		.30		x	x	x	x				\$1,000.00	2	4	\$2,000
WBBC	NEWSCH 4 AT 12	MO-FR 12:00P-12:30P		.30		x	x	x	x				\$950.00	3	6	\$1,900
WABC	AFTN ROT	MO-FR 12:30P- 4:00P		.30		x	x	x	x				\$800.00	4	8	\$1,600
WCBS	CH 2 NWS-5	MO-FR 5:00P- 6:00P		.30		x	x	x	x				\$1,300.00	4	12	\$3,900
WBBC	LIVE @ 5 ADJ	MO-FR 5:00P- 6:00P		.30		x	x	x	x				\$2,700.00	6	6	\$2,700
WCBS	CH 2 NWS	MO-FR 6:00P- 6:30P		.30		x	x	x	x				\$1,800.00	4	12	\$5,400
WABC	LEOPARDY/WHEEL	MO-FR 7:00P- 7:30P		.30		x	x	x	x				\$1,500.00	14	42	\$22,500
WCBS	HARD COPY	MO-FR 7:00P- 7:30P		.30		x	x	x	x				\$2,200.00	4	12	\$6,600
WCBS	CH 2 NWS 11	MO-FR 11:00P-11:30P		.30		x	x	x	x				\$5,000.00	5	5	\$5,000
WBBC	TONITE SHW:NBC	MO-FR 11:30P-12:30A		.30		x	x	x	x				\$3,000.00	4	12	\$9,000
WBBC	CONAN	MO-FR 12:30A- 1:30A		.30		x	x	x	x				\$900.00	1	1	\$900
WBBC	10 O'CLOCK	MO-SU 9:59P-10:00P		.30		x	x	x	x				\$5,000.00	7	14	\$10,000
WBBC	11PM EVENT NEWS	TU-FR 11:00P-11:30P		.30		x	x	x	x				\$9,000.00	9	9	\$8,000
WBBC	HAPPYDENT	THU 8:00P- 9:00P		.30		x	x	x	x				\$5,000.00	5	5	\$5,000
Totals:		Spots: 32	Reach: 65	Frequency: 2.5	CPP: \$575.63	GRPs: 160	Cost: \$92,100									

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MENTZER MEDIA SERVICES INC
TvSCAN Order - Schedule Summary
NEW YORK - MAY/96 NIELSEN
Projections Adjusted to OCT/95 Viewing Levels

Schedule Dates: 10/02/96 - 10/04/96

MENTZER MEDIA SERVICES INC**BETH BEALL****NJ REP. STATE COMM.****:10 SECOND SCHEDULE****KYLE/SHELLI****Product:** *(circled)***Assistant:** *(circled)***Order Number:** 574**Telephone:** 410-825-7034**Date Due:** 10/01/96

Stn	Program	Start Time	Length	Spec.					Sat	Sun	Cos: Spec	35- GPR's	35- Total Cost
				MON	TUE	WED	THU	FRI					
WCBS	CH 2 EARLY NEWS	MO-FR 600A-800A	10	3				x					\$795
WNBC	TODAY SHW	MO-FR 700A-900A	10	2	x	x	x	x					\$2,640
WNBC	COURT TV MF	MO-FR 1230P-1:00P	10	2	x	x	x	x					\$1,140
WABC	AFT ROT	MO-FR 1:30P-4:00P	10	5	x	x	x	x					\$2,250
WNBC	DAY'S OUR LIVES	MO-FR 1:00P-2:00P	10	2	x	x	x	x					\$2,160
WNBC	MARY POVICH	MO-FR 3:00P-4:00P	10	2	x	x	x	x					\$1,440
WNBC	SALLY RAPHAEL	MO-FR 4:00P-5:00P	10	2	x	x	x	x					\$1,920
WABC	JEOPARDY/WHEEL	MO-FR 7:00P-7:30P	10	3	x	x	x	x					\$1,250
WCBS	DILETTANNE CBS	MO-FR 11:30P-12:37A	10	1	x	x	x	x					\$1,325
WNYW	10 O'CLOCK	MO-SU 9:59P-10:00P	10	2	x	x	x	x					\$5,000

Totals: Spots: 24 Reach: 53 Frequency: 2.2 CPP: \$262.46 GRPs: 114 Cost: \$29,920

NOTE: Items marked with an asterisk denotes agency estimate number generated

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Mentzer Media Services, Inc.*Research, Planning & Placement**Cable**9/23 - 10/6**.30*

NEW JERSEY STATE REPUBLICAN COMMITTEE
Sample Weekly Cable TV Plan
REVISED II

PLAN A: FINAL SCHEDULE

NETWORK	DAYS	HOURS	PROGRAMMING	CHS	STATION	WKLY COST
CNN	M-Sun	5p-12a	Early Prime; Showbiz Today Moneyline; Crossfire; Primetime; Inside Politics L. King Live; Sports Tonight	1,792,000	\$1,068	16
						\$17,088
						19.2
CNN	M-Sun	5p-12a	BERGEN COUNTY ONLY	344,000	\$222	5
TNT/ESPN	Sunday	8p-11p	Sunday Night NFL	1,792,000	\$6,711	2
MSG/ESPN	M-Sun	Fixed	NY Yankees Regular & Post Season Games	1,792,000	\$1,741	5
						\$8,705
						16.5

WEEKLY TOTALS	28	\$40,325	54.7
FLIGHT TOTALS (9/23/96 - 10/6/96)	56	\$80,650	109.4

^ Yankees/MLB Playoffs
Will Not Be Carried Past 10/7/96.
Adjust Weekly Cost Accordingly.